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FALL

1950

Price List



EARLE DILATUSH

Holly Specialist

ROBBINSVILLE, NEW JERSEY

(ON ROUTE 25, NEAR TRENTON)

Between Hightstown and Bordentown

Small Specimen Hollies

At our Holly Farm, many sizes and shapes of small Hollies are on display. Quite a few may be easily carried in your car. Others require a small trailer or truck. These Hollies range in height from six inches to six feet and in price from one dollar to thirty-five dollars. Really large specimens from eight to fourteen feet in height are described on the following pages.

Baby Holly trees, which we mail by the hundreds in mailing tubes, are available at \$1.50 each, postpaid anywhere in the United States. These are four to ten inches high and are wrapped in water-repellent paper over the root ball. (Photo on last page of this booklet.) They are fun to "play with" and will some day (15-20 years) make big trees. Like all babies, they require extra care and "fussing over". Plenty of Leafmold should be used in the planting and very frequent watering should be employed. We cannot guarantee them to live, although we know that you will have no trouble with them if you do not let them dry out. Be sure to read our booklet, "American Holly" and specify whether male or female trees are wished, or both.



Medium Specimen Hollies

Hollies from 18"-48" may be found in our display beds growing in wire baskets. The "Nature Pack" wire basket idea is this: The trees are growing right in the wire basket. When you pick them up to take them to your home, no roots are cut; the Hollies hardly know they are moved. When you arrive home, the Holly, wire basket and all, is planted to the depth of the top wire of the basket. Pays to dig a big hole and water them in very well: but we tell you about that in our companion non-advertising booklet, "American Holly". Ask for it if we did not give or mail it to you.

Hollies from 48"-72" are real specimens and are moved with a 150-300 lb. root ball. With each tree, included in the price, go bags of Oak Leafmold and enough organic fertilizer to start them right.

If you live at some distance from our Holly Farm, and cannot visit us to select and carry home the Hollies you may wish to buy, please read the following paragraphs:

Hollies are rather easily broken when mishandled and should not be many days enroute. Special packaging is unnecessarily expensive and does not compensate for overheating or delay in shipment. Experiences over the past few years (help is increasingly careless) have caused us to refuse to ship by common carrier. WE ARE SHIPPING HOLLIES RETAIL ONLY BY OUR OWN TRUCKS (except babies by parcel post). We charge an equivalent rate to Railway Express for trucking service. However, due to the cost of trucking to isolated points, unless we have other deliveries in your vicinity, we seldom can accept orders under \$50.00 total.

A SAMPLE ORDER IN THE VICINITY OF CHICAGO WOULD BE AS FOLLOWS:

One 48" lawn specimen berried female Holly.....	\$25.00
One 24" bushy male pollinator Holly.....	10.00
(Oak Leafmold and plant food included)	
Federal Quarantine earth treatment for Jap. Beetle grubs	5.00
Planting by one of our skilled men.....	5.00
Delivery charge, @ \$5.65 per cwt.....	22.00
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	\$67.00

Trees which we plant that do not live through the first winter will be replaced without charge other than delivery and planting costs, where there is evidence of proper care and watering. Because of this guarantee, we reserve the right to refuse to plant Hollies in locations of which we do not approve. We are glad to correspond and discuss plantings and locations.

Individual Hollies of a given height vary greatly as to width, density, age, variety, etc., and a fixed price for the height cannot honestly be made. The following prices are average and do not apply to any given specimen. If you have in mind the shape and type that you wish, we will gladly quote.

12"-24".....	\$ 5.00	48"-60".....	\$25.00
24"-36".....	10.00	60"-72".....	35.00
36"-48".....	17.50	72"-84".....	50.00

As all letters and inquiries (some 10,000 yearly) are answered personally by father or son, we ask some leniency if your letter is not answered immediately during the busy spring and fall months.



Large Specimen Hollies

More than a thousand "Big Ones" on display—so many different sizes and shapes that we would much rather you would visit us and select your own big tree personally.

We dig with large earth balls weighing from one to six tons each. The trees are handled by skilled men who have been with us many years.

We stand back of our trees, and unless there is evidence of poor care or neglect in watering, we will replace any tree that we plant which does not survive the first winter following planting. Replacement at no charge other than delivery and planting costs. Our percentage of loss: $\frac{1}{2}$ of 1%.

Our delivery and planting charges are not excessive, but are more costly the further away you live, as labor is portal to portal and trucking is computed by the mile. It might be remembered that three trees cost no more to truck than one. Labor is computed at \$1.50 per man per hour portal to portal, minimum of three men, including foreman. Trucking @ 20c per mile.

A SAMPLE ORDER OF THREE TREES TO GREAT NECK, L. I., MIGHT READ AS FOLLOWS:

(3) Specimen Hollies, two female, one male @ \$100.....	\$300.00
Trucking @ 20c per mile.....	28.40
Labor involved in planting (portal to portal) 4 a.m.-	
8 p.m., 3 men 16 hours—48 hours @ \$1.50.....	72.00
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	\$400.40

Oak Leafmold and Organic fertilizer are included in price of the trees.

It is to be understood that hard digging, such as rocks, lengthen labor time, as do maneuverings over walls and hedges. On very large plantings more men, and consequently more labor time, is required.



Price List

FEMALE (berry-bearing) SPECIMENS

8'-10' high by 6'-8' broad.....\$ 75.00-\$125.00
 10'-14' high by 6'-10' broad,
 extra heavy 100.00- 200.00

MALE (non-berry) POLLINATOR SPECIMENS

8'-10½' high by 6'-8' broad.....\$ 50.00
 10'-12' high by 6'-10' broad..... 75.00
 —Very broad, extra heavy..... 100.00

These Hollies are beautifully sheared and shaped and are of top quality. Each tree is a finished product; tops are rounded and dense, proportionately wide. There are no scraggly or wispy tops. No loose trees in the list. Roots are in leafmold in heavy clay; there are no tap roots; few roots cut.

As smaller male trees will pollinate larger female trees, and as only one male to ten females of equal size is required, less male trees than female are sold. We feel that the male has been neglected; that even if he does not bear red berries, he is an attractive evergreen and can be used in plantings as large yews are used. Holly is SLOW GROWING, and when compared in cost to other evergreens of equal size and breadth, is surprisingly reasonable in price.

Digging the holes ahead saves money, as do plans of the planting showing accessibility of truck to location, stating how far the trees must be rolled across lawn on planks, how far and how steep upgrade, over how many walls and hedges. These factors affect equipment brought, and while we do not charge for equipment for this purpose, if we know ahead it saves time and consequently money in terms of labor.

"Oak Leafmold"

- Hollies prefer Oak Leafmold to any other plant food. They will develop greener leaves and better berries when growing in it than they will in any other soil.

- Oak Leafmold is very sour, and is teeming with beneficial bacteria. It is this bacterial action which releases nitrogen and makes available necessary plant foods. Peats or soils mined from underground pits or bogs are "dead"; they contain little bacteria, and, while they are excellent as mulch, they do not have the food value of Oak Leafmold.

- Oak Leafmold is reasonable in price.

\$1.00 per bag (about 1 bushel) F.O.B.

.90 per bag over 10 bags, F.O.B.

**TRUCKLOAD BULK DELIVERED RATES ON REQUEST.
APPRECIABLE REDUCTION.**



